

## ABSTRACT

5 A system for providing on demand responses to consumer impulses produced by a demand stimulus includes a computer processing system and content databases accessible by the computer-processing system having stored stimulus responses corresponding to a plurality of consumer demand stimuli in at least two categories of demand stimuli. A real-time inquiry response system associated with the computer processing system receives inquiries provided by a consumer and identifies the content category with which the consumer inquiry is associated. The computer processing system correlates consumer inquiries received by the real-time inquiry response system with stimulus responses stored in the content database based on the content category identified by the inquiry response system, so that the real-time consumer response system can return to the consumer, in real time, a stored stimulus response which correlates to the consumer inquiry. Categories of demand stimuli can include broadcast and non-broadcast information, and can include a variety of information categories or sub-categories such as music, advertisements, and scheduled events in respect to which a consumer may desire information or make a purchase.